



Journalists Views and Usage of Social Media

by Cision and Canterbury Christ Church University

Cision Social Journalism Study 2012 - Global Report

EXECUTIVE SUMMARY

Key findings:

- Canadian journalists rank highest in our Social Journalism Barometer 2012; they use social media the most, the tools are most embedded in their professional practices and their perceived knowledge is the highest;
- Swedish journalists have the most positive views about the impacts of social media on their profession, while Australian journalists are the most concerned about these effects;
- The use of microblogs, such as Twitter, is highest in Canada (79.9%) and the UK (79.4%) and lowest in Germany (46%), while professional social networking sites, such as LinkedIn, are the most popular among journalists in the US (85.8%) and least in Finland (43.3%);
- The study found five profile groups of professional social media users. These profiles, which are present in all surveyed countries, differ in terms of patterns of use, knowledge, purposes of use and attitudes:
 - ✓ Architects are the movers and shakers of the professional social media world;
 - ✓ Promoters are heavy users focusing mainly on disseminating and advocating their work;
 - ✓ Hunters are medium level users who are keen networkers and use social media for sourcing information as well as finding contacts;
 - ✓ Observers are lighter users who are not keen contributors in the social media world but do use the tools to find information and monitor what's going on;
 - ✓ Sceptics are low users who have generally negative attitudes towards the use and the impacts of social media.
- Breakdown of profile groups vary from country to country; the highest percentage of Architects are in Australia and Canada, Finland has the most Hunters, US the most Promoters, Sweden the most Sceptics and Germany the most Observers;
- Age is an important influencing factor on social media use and attitudes; Younger (18-27) journalists use social media more and they have a more positive outlook on these tools compared to their more senior counterparts (46+). The former group is more likely to be an Architect or Promoter, while older journalists are much more likely to be Sceptic.
- Media sector is another factor affecting social media uses and attitudes. Not surprisingly, online journalists use more social media than print journalists, and they also have higher levels of knowledge. Broadcast journalists in many countries are also among the highest users of social media, particularly of microblogging.
- Using Forrester Social Technographics® segmentation model as a comparison, this study revealed that journalists are much more active social media users compared to the general population making them social media champions within society.

SURVEY BACKGROUND

The annual Social Journalism Study conducted by Cision and Canterbury Christ Church University, UK is charting the changes of how journalists and media professionals use social media for work. Unique to this year's study is the identification of five profile groups of professional social media users who differ in terms of patterns of use, attitude and knowledge. These groups are: Architects, Hunters, Observers, Promoters and Sceptics. New to this year's report too is the Social Journalism Barometer which was developed to assess social media involvement, practice, knowledge and attitudes among journalists and media professionals in different countries. To put journalists in the wider social context of the changing use of technology, we also included a comparison to Forrester's Social Technographics® framework of general population's use of social media.

This year's online study was compiled from over 3650 journalists' responses from 11 different countries; US, Canada, Australia, France, Germany, UK, Finland, Sweden, Italy, Spain and the Netherlands.

This report is the analysis of the responses from eight countries: Australia, Canada, Finland, France, Germany, Sweden, UK, and USA. Sample sizes in Italy, Spain and the Netherlands were too small to include in statistical analysis.

Compared to last year, journalists use more variety of social media tools, in particular the use of micro-blogs and professional social networking sites increased (from 45% to 66% and from 36% to 74.3% respectively). Journalists also use social media for more varied purposes compared to a year ago. The 2011 study showed that publishing and promoting own content was the most important purposes of use. This remained important, however, the uses of social media for sourcing information/news as well as for networking have increased overall. There were no major changes regarding contact between PR professionals and journalists with email, telephone and face-to-face remaining the three most common ways to communicate between journalists and PR professionals.

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SOCIAL JOURNALISM BAROMETER 2012

The Social Journalism Barometer 2012 ranks countries on the basis of their responses to a survey and is a final score achieved from ranking four key dimensions; social media involvement, practice, knowledge and attitudes. These four key dimensions are made up of nine indicators; daily use of social media, number of followers, social media activities and tasks undertaken, types of social media tools used, the professional tasks undertaken, perceived knowledge, attitudes towards the impact of social media on work as well as impact on profession, and perceived barriers preventing greater user of social media. These nine indicators are the result of the measurement and score from over 56 question on social media, journalism and communication practices.



breakdown of rankings

OVERALL	involvement	practice	knowledge	attitudes
1 st	1 st	1 st	1 st	1 st
2 nd	2 nd	2 nd	2 nd	2 nd
3 rd	3 rd	3 rd	3 rd	3 rd
4 th	4 th	4 th	4 th	4 th
5 th	5 th	5 th	5 th	5 th
6 th	6 th	6 th	6 th	6 th
7 th	7 th	7 th	7 th	7 th
8 th	8 th	8 th	8 th	8 th

SOCIAL JOURNALISM BAROMETER 2012

Involvement

Daily social media use for work is generally high in the eight countries, although it is not something most journalists use non-stop. Even in Canada and the US, where uses are the highest, less than 20% of journalists use social media for eight hours or more. Social media uses for work, however, vary greatly between the countries (Figure 1). Indeed, countries differed the most in relation to this indicator of the Barometer. Canada and the US recorded an average of more than 4 hours per day using social media, while Finland and Germany less than 3 hours. The percentage of journalists who use social media for work for less than an hour a day were lowest in Canada (6.3%) and the US (8.5%) and highest in Germany (18.3%) and Finland (16.9%)

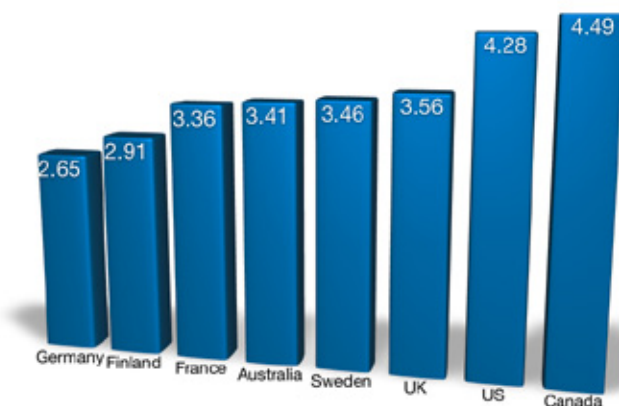


Figure 1 - Differences in Social Media Use for Work (hours per day per country)

A similar pattern of ranking emerged when countries were compared in relation to how many followers/friends respondents had on their preferred social networking or microblogging site (Figure 2). There were very little differences between Canada, US and the UK, with about half of the journalists recording having more than 500 followers on their preferred site and less than 8% having no followers/friends. Germany and Finland reported the highest number of those with no followers (24.5% and 15% respectively) and lowest number of those with more than 500 followers (21.1% and 18.3% respectively).

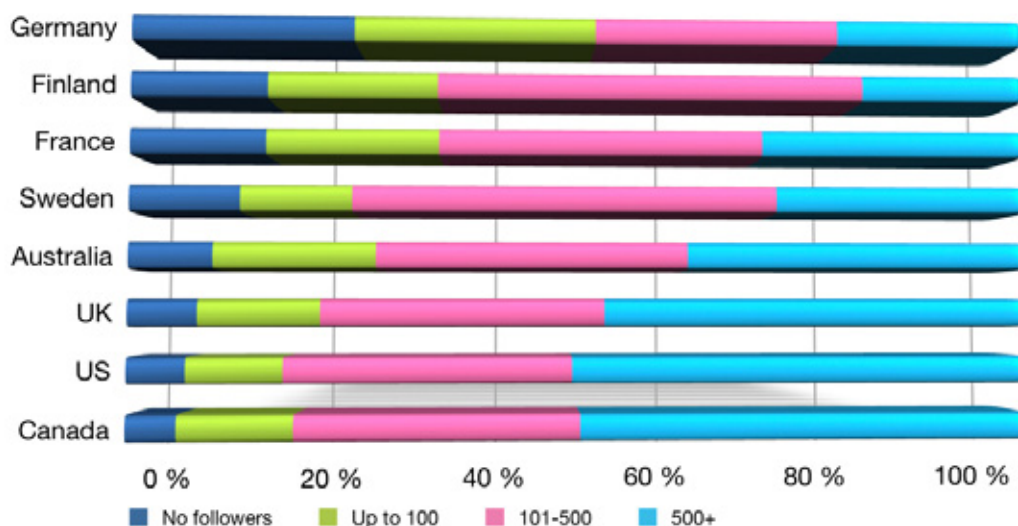


Figure 2 - Number of Followers/Friends on Respondents' Preferred Social Media Site

1 The four dimensions are calculated from values in nine indicators together measuring a total of 47 variables. The nine indicators are:

- Social Media Involvement: Daily Work Use (1); Number of Followers/Friends (2)
- Social Media Practice: Professional Social Media Activities (3); Social Media Types Used (4); Purposes of Professional Social Media Use (5)
- Social Media Knowledge: Perceived Knowledge (6)
- Social Media Attitudes: Views About Impacts on their Own Work (7); Views about Impacts on the Profession (8); Perceptions about Barriers (9)

SOCIAL JOURNALISM STUDY 2012

Practice

In relation to patterns of social media practice, the Barometer ranked the countries in terms of professional social media activities, diversity of social media types used and purposes of professional social media use. Figure 3 illustrates some of the professional social media activities which were measured in the survey. Journalists in the two North American countries were the most active; about half of them posting original comment on a social networking or microblogging site daily; one in five using social media daily to meet new people in their field of work; almost a quarter of them maintaining a work-related blog daily; and about a third of them replying to comments they receive on social media sites daily. The most passive users turned out to be respondents in Finland; only 2.4% of whom maintain a work-related blog daily and only 7% reply to comments on social media sites daily.

Country	Post original comment on social networking or microblogging site daily	Use social media to meet new people in their field of work daily	Maintain a work-related blog daily	Reply to comments you receive in relation to your work on social media sites daily
Australia	37.8	13.3	14.8	29.6
Canada	50.3	21	24.3	38.3
Finland	16.1	9.7	2.4	7
France	29.8	14.9	17.7	28.4
Germany	16.7	11	8.1	17.5
Sweden	26.4	7.9	8.9	16.7
United Kingdom	46.9	16.3	9.8	28.1
United States	47	19.1	23	36.1

Figure 3 - Daily use of Selected Social Media Activities (% of respondents)

The survey distinguished seven main categories of social media tools: blogs, content communities and crowdsourcing sites, microblogs, professional social networks, social networks, audio-visual sites and social readers and book-marking sites. Respondents were asked how many of these types they used for work. This was another indicator where there were significant differences between the countries (Figure 4). The ranking again was similar at the top and the bottom with almost half of the journalists in Canada and the US using more than six types of social media tools for work in a typical week, while in Finland and Germany the figures were 22% and 27% respectively.

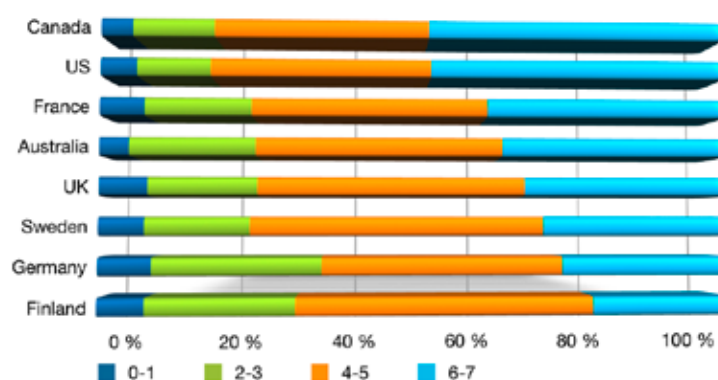


Figure 4 - Percentage of Respondents Who Used more than Six Types of Social Media Tools for Work in a Typical Week

SOCIAL JOURNALISM STUDY 2012

When taking all the countries together, the most popular social media types are social networking sites (80%) and content communities and crowdsourcing sites (78.7%) and the least popular are social reader and bookmarking tools (20.9%). However, popularity of specific tools varied between the countries. The highest variances were reported in relation to microblogs and professional social networking sites. Use of microblogs was highest in Canada (79.9%) and the UK (79.4%) and lowest in Germany (46%), while in the case of professional social networking sites the US reported the top figure (85.8%) and Finland the smallest (43.3%). In countries with the highest levels of social media uses, notably in Canada, US and the UK, there were generally high uses in most social media categories, except for social readers. More than two-thirds of journalists in these three countries used each of the other six categories in a typical week for work. In countries with lower uses of social media, namely in Finland and Germany, uses of different types of social media vary more. There tend to be three categories of social media with high user levels, while other categories recorded significantly lower figures. In Germany, for instance, the percentage of respondents who used content communities in a typical week for work were 85.4%, for social networks 71%, while for microblogs it was 46% and for blogs 64.2%. Apart from level of uses, other factors also influence diversity of social media tools applied. For instance, interesting to note the potential impact of journalistic culture when comparing figures between France and the UK. In the more information orientated and competitive journalistic environment of the UK, microblogs were used by 79.4% of respondents and blogs were used by 68%, while in the somewhat more opinion and analysis orientated journalistic culture of France these figures were the opposite, 77.2% for blogs and 61.9% for microblogs.

Country	Blogs	Content communities and crowd-sourcing sites	Micro-blogs	Professional social networking sites	Social networking sites	Audio-visual sharing sites	Social reader and bookmarking tools
<i>Australia</i>	67.9	77	68.9	65.8	84.2	71.9	23.5
<i>Canada</i>	79.6	74.8	79.9	75.5	84.9	77.7	33.5
<i>Finland</i>	78.7	85.2	46.7	43.3	83.6	71.3	8.8
<i>France</i>	77.2	77.7	61.9	70	76.7	81.4	19.5
<i>Germany</i>	63.7	85.4	46	64.2	71	67.4	16.7
<i>Sweden</i>	79	86.3	63.7	46.6	85.3	72.4	12.1
<i>United Kingdom</i>	68	70.2	79.4	75.7	72.1	65.6	20.1
<i>United States</i>	81.8	73	77	85.8	82.7	71.8	33.3

Figure 5 - Work-Related Use of Specific Social Media Type in a Typical Week (% of respondents)

Respondents were asked about their reasons for using social media. Overall, sourcing was reported as the main reason for social media use (80% on average across the countries) followed by publishing and promoting own content (69.4% on average), while the least popular task was verifying (59.8% on average). However, again countries varied (Figure 6). Notably, using social media for sourcing information was

SOCIAL JOURNALISM STUDY 2012

significantly lower in Finland compared to the other countries, and highest for monitoring "what's going on". Germany in contrast reported one of the highest figures for sourcing but the lowest use for networking. The two North American countries reported high levels of uses across all professional tasks surveyed.

Country	Publishing	Sourcing	Networking	Verifying	Monitoring
Australia	74	86.2	67.9	59.2	66.3
Canada	83.2	83.2	73.7	63	61.1
Finland	50.3	44.4	58.6	67.7	81.7
France	64.7	86	69.3	55.8	73
Germany	56.9	85.9	57.7	59.5	56.9
Sweden	62.5	89.3	61.1	53.6	68.3
United Kingdom	80.9	84	74.5	60.8	66.8
United States	82.7	80.6	77	59.4	68.2

Figure 6 - Social Media Use for Professional Tasks in a Typical Week (% of respondents)

Knowledge

Most respondents rated their knowledge about social media tools as at least adequate with only 26.6% reporting their knowledge as poor or non-existent. Figures, again, varied between the countries (Figure 7). Countries with higher uses of the tools ranked high on perceived knowledge too. In Canada and the US 16.8% and 17.2% of journalists respectively told us that they had no or poor knowledge about social media, while the figure was 36.8% in Germany and 36.3% in Finland.

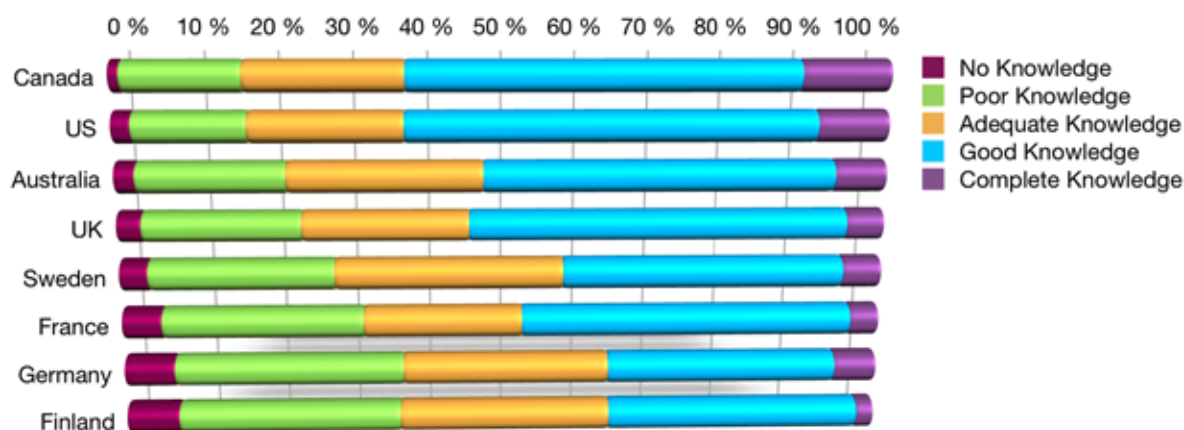


Figure 7 - Perceived Knowledge in Using Social Media Tools for Work (% of respondents)

SOCIAL JOURNALISM STUDY 2012

Attitudes

The Social Journalism Barometer rated attitudes of three indicators. The first indicator gauged the views of respondents about the impacts of social media on their work (Figure 8). They were asked to rate statements such as "Social media have improved the productivity of my work" and "I would not be able to carry out my work without social media". Overall, journalists were more likely to be positive than negative about the impacts of social media on their work. Differences between the countries followed patterns of differences in social media use. North American countries were more positive about the impacts than Finland and Germany. For instance, in Canada 47.9% of respondents agree moderately or completely that social media have improved the productivity of their work, while the figure for Germany was 29.5%.

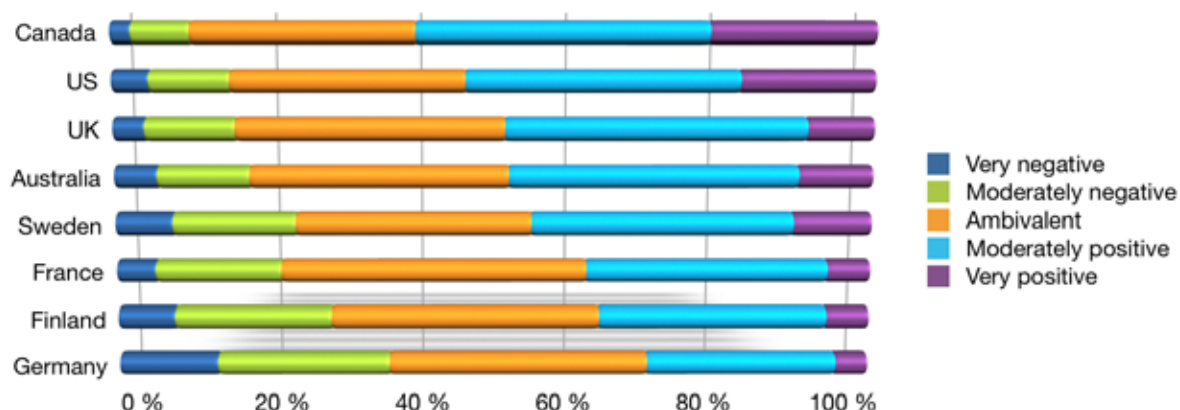


Figure 8 - Percentage of Respondents who Agree that Social Media have Improved the Productivity of their Work

Interestingly, the ranking followed a different pattern in relation to views about the impacts of social media on the journalistic profession (Figure 9). Respondents were asked to what extent they agreed with statements, such as "Crowdsourcing improves the quality of journalism" and "Social media are undermining traditional journalistic values, such as objectivity". Overall, there were less negative perceptions about the impacts of social media on the profession compared to views about the impacts on journalists' work. However, there were also more ambivalent views about the impacts on the profession. Swedish journalists are the most positive about the impacts of social media on their profession and Australian journalists the least. There were notable differences in views about crowdsourcing and whether it improves the quality of journalism. 74.6% of respondents in Sweden agreed at least moderately that crowdsourcing improves quality while only 25% in Australia and 19.3% in Germany did so.

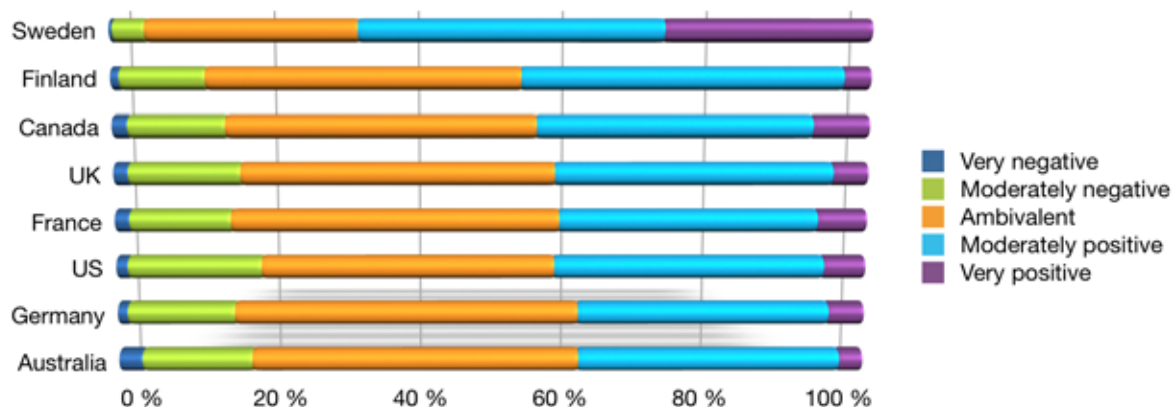


Figure 9 - Percentage of Respondents who Agree that Crowdsourcing Improves Quality of Journalism

SOCIAL JOURNALISM STUDY 2012

The final indicator concerned barriers to increased use of social media. The survey asked about trustworthiness of information on social media, concerns over privacy and data security as well as regulation of social media use in their organisation. Overall, privacy and data security concerns came out as the most important barrier to increased social media

use, and internal organisational regulations were seen as the least significant barrier. Swedish journalists were the most upbeat about overcoming barriers to social media use followed by their counterparts in Canada and the US (Figure 10). In contrast, Germany had the highest number of respondents who had negative views about overcoming barriers. For instance, 52.2% of respondents in Germany agreed (at least moderately) that concerns over privacy and data security prevent them using social media more, compared to 23.8% in Sweden

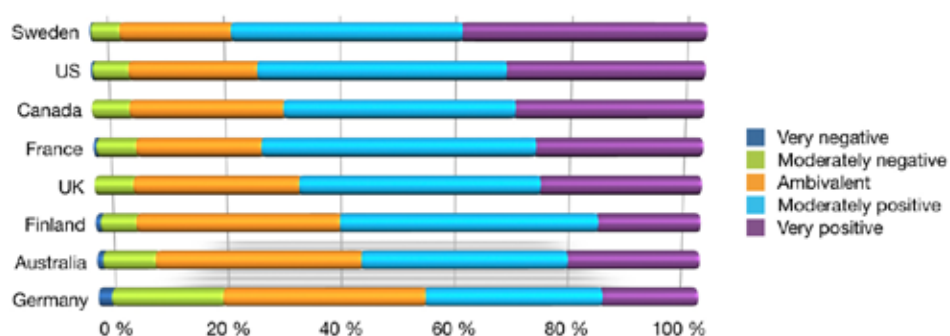


Figure 10 - Percentages of Respondents who Agreed that Concerns Over Privacy and Data Security Prevent them Using Social Media More

Combined Ranking

The combined ranking of the Social Journalism Barometer is calculated by taking an average rank score for all four dimensions for each country (Figure 11). Canada and the US were consistently on the top in the rankings of most individual dimensions discussed above, thus unsurprisingly they come out on the top for the combined ranking too. There were little differences between these two countries, and these were statistically not significant. Germany and Finland, on the other hand, were often at the end of the rankings in individual dimensions, hence again unsurprisingly they are at the bottom of the combined rank. The middling countries vary in their ranking in the different indicators, but they tend to rank high at least in one dimension. The UK, for instance, rank high in international comparison in terms of social media involvement and practices of journalists, while Swedish journalists scored highly on their positive attitudes about the impacts of social media. The reasons for the differences between the countries are multi-fold, but we suggest that an important cause is the variations in dominance of the professional social media profile groups in individual countries.

Country	Involvement	Practice	Knowledge	Attitudes	Combined Ranking
Canada	1	1	1	1	1st
United States	2	2	2	3	2nd
United Kingdom	3	3	4	4	3rd
Sweden	4	6	5	1	4th
Australia	4	4	3	7	5th
France	6	5	6	5	6th
Finland	7	8	8	5	7th
Germany	8	7	7	8	8th

Figure 11 - Social Journalism Barometer 2012 Combined Ranking

INFLUENCE OF PROFESSIONAL AND DEMOGRAPHIC FACTORS

The study found that the country was the most significant variable influencing patterns of social media use of journalists as well as their attitudes. However, other factors also affect these patterns. The media sector journalists worked in was the most significant compared to other professional variables such as size of organisations and target audience. The relationship between media sector and frequency of social media use per day was found to be significant in most countries with online journalists using social media for more hours per day than print journalists as well as the former using more different types of social media. Online journalists also tended to have more positive views about the impacts of social media. Broadcast journalists were also high users of social media, but their patterns varied from country to country.

Among the demographic variables, it was age which was the most significant factor influencing patterns of uses and attitudes. Statistical analysis in all eight countries showed that there is a correlation between age and social media use which suggest that as age increases uses of social media decreases, meaning that younger journalists do use social media significantly more than older journalists. Older journalists also use fewer different types of social media tools as well as they are less positive about the impacts of social media on their work as well as on the profession.

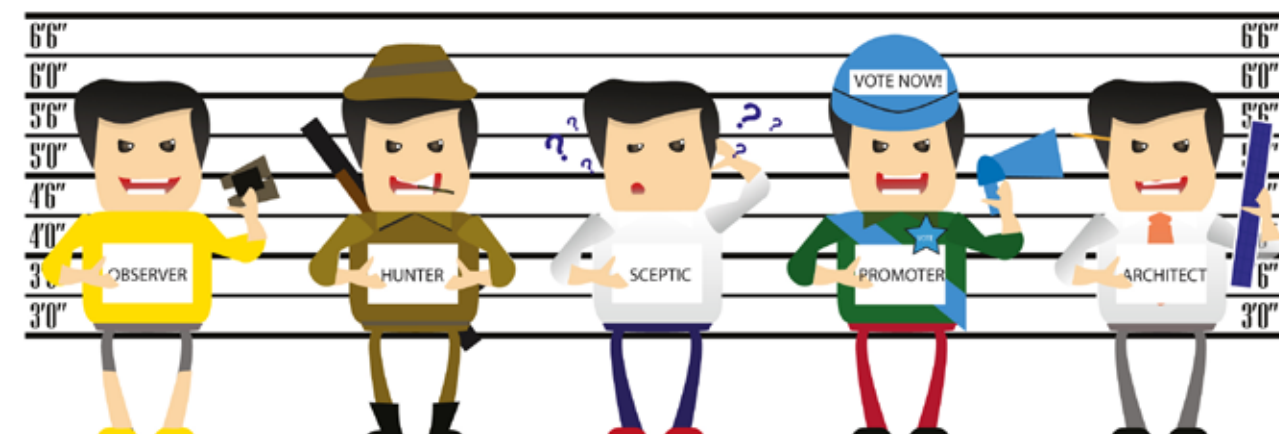
PROFESSIONAL SOCIAL MEDIA PROFILES

The study found five types of professional social media users who differ in terms of patterns of use, knowledge, purposes of use and attitudes. The five profiles of users were present in each country, however, the dominant types and the composition of the different types varied greatly. These five profiles were identified through using cluster analysis, a statistical method to group journalists together that were most similar to each other in their attitude, behaviour, use and engagement with social media and most different from the other groups.



Figure 12 - The Five Professional Social Media Profiles

PROFESSIONAL SOCIAL MEDIA PROFILES



Architects: They use social media the most and have the highest self-rated knowledge about these tools. They also have the most positive views about social media, especially in relation to its impact on their work, such as on better communications, relationship with the audience as well as promotional opportunities. Their use of social media is the most diverse, both in terms of the variety of professional tasks they use the tools for as well as the number of social media types they use. They are not only key content creators and contributors but often centre of networks.

Promoters: They use social media as frequently as the Architects but for less amount of time. They have good self-rated knowledge about the tools. They have positive views about the impacts of social media, especially that it improved their relationship with their audience as well as they could communicate better with people in their field of work. They use a variety of social media forms, but prefer blogs and micro-blogs. They use social media for different reasons, but publishing and promoting is a key function for them.

Hunters: This group is in the middle in terms of time spent using social media, frequency of use and levels of knowledge. They tend to have positive views about social media but they are not as strongly in favour as the Architects and the Promoters. They use social media for a variety of reason but networking and sourcing information are the key functions for them. They regularly use social media to meet new people in their field of work and follow people they know. They are also keen users of microblogs but are not frequent content creators.

Observers: They keep a keen eye on what is happening in social media, as they visit sites at least weekly, but their social media contribution, such as posting or commenting, happens less often. They are not frequent content creators on social media, but occasionally contribute to content communities, crowdsourcing sites and write a blog. They use less variety of social media tools and less often compared to previous profiles. Their main reason for using social media for work is for sourcing information. They tend to have ambivalent views about the impacts of social media.

Sceptics: This group represents the least active users. They rarely, if ever, create content on social media sites and are poor networkers. Their self-rated knowledge about social media is low and most of them use only one or two types of social media forms. Their use of social media for publishing and promoting, networking and verifying are relatively low. They tend to have negative views about the impacts of social media. When they do use social media, they are most likely to use it for sourcing information and they particularly like content communities and crowdsourcing sites.

CHARACTERISTICS OF PROFESSIONAL SOCIAL MEDIA PROFILES

The five profile groups vary greatly in their involvement, professional practice, knowledge and attitudes in relation to social media.

Involvement and Practice

Architects spend the most hours per day using social media for work and Sceptics the least (8 and 2 hours on average respectively). Whilst both the Architects and the Promoters use social media at least daily to weekly basis, Hunters and Observers tend to use it at least monthly and Sceptics report using it on a less than monthly basis. Hunters and Observers spend equal amounts of time using social media for work and for personal use (50/50), Sceptics are more likely to use it personally than for work (56/44) whereas both Architects and Promoters spend more time using social media for work than they do for personal use (approximately 60/40).

Promoters and Architects both likely to have more than 500 followers/friends on their preferred social media site (67.2% and 68.4% respectively) and highly unlikely to have less than 101 (5% and 3% respectively). The Hunters and Observers are more likely, on the other hand, to have 101-500 followers (48.6% and 47.2%) but unlikely to have no followers (3.6% and 1.3% respectively). The Sceptics show a very different profile and as their name suggests are the most likely cluster to have no followers (34%) or up to 100 followers (27%) and are the fewest with more than 500 followers (8.2%).

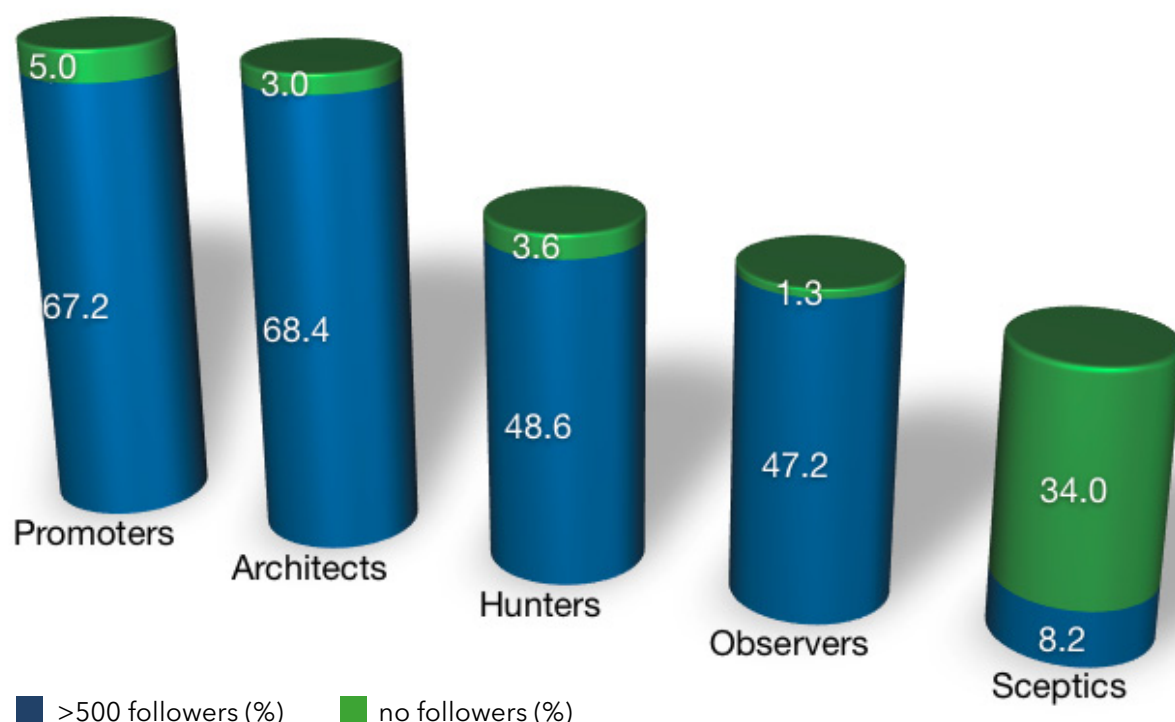


Figure 13 - Percentage of Profile Groups with more 500 and with No Followers on their Preferred Social Media site

CHARACTERISTICS OF PROFESSIONAL SOCIAL MEDIA PROFILES

The five profile groups vary greatly in their involvement, professional practice, knowledge and attitudes in relation to social media.

The Promoters and the Architects use social media the most widely for different professional tasks, while the Sceptics the least. The two former groups have a high use of social media for publishing and promoting their work (97.7% and 97%) and sourcing (92% and 93.4%), whilst the reverse pattern is true for Hunters and Observers who cited sourcing as their main use (80.2% and 84.9%) followed closely by publishing and promoting (79.2% and 78.2%) (Figure 14). Sceptics also used social media the most for sourcing (57.6%) and least likely to use it for publishing and promoting (31.5%). For all the profile groups the least likely reason for using social media tasks is to verify information, except Sceptics who are least likely to use social media for publishing and promoting.

Professional Social Media Profiles	Promoters	Hunters	Sceptics	Observers	Architects
Blogs	95%	78%	57%	74%	88%
Content Communities and Crowdsourcing Sites	82%	81%	71%	80%	89%
Microblogs	97%	46%	25%	91%	99%
Professional Social Networking Sites	83%	61%	46%	69%	85%
Social Networking Sites	94%	93%	57%	82%	97%
Audio-Visual Sharing Sites	83%	78%	54%	73%	89%
Social Reader and Bookmarking Tools	35%	17%	6%	17%	48%

Figure 14 - Professional Social Media Profiles and Their Use of Specific Social Media Tools

On average, the Architects use the widest variety of different social media tools and Sceptics the least. The former used almost all categories of the tools surveyed, while the latter group only used half of those. The use of content communities and crowdsourcing sites is high across all groups, while the use of microblogs varies the most (Figure 14). Microblogs are the most popular tools among Architects, Observers and Promoters, while Hunters' most favourite tools are social networking sites and for Sceptics it is content communities and crowdsourcing sites. The use of blogs is highest among the Promoters (95%), while Architects is the only group which use social reader and bookmarking tools widely (48%). Social media practices also vary between the profile groups (Figure 15). Architects and Promoters are the most active when it comes to posting original content and Sceptics the least. Promoters attend to their work related blogs the most often, while Architects reply to feedback they receive the most regularly. The latter group is also the one which contributes frequently to content communities and crowdsourcing sites, which the other groups hardly ever do.

CHARACTERISTICS OF PROFESSIONAL SOCIAL MEDIA PROFILES

The five profile groups vary greatly in their involvement, professional practice, knowledge and attitudes in relation to social media.

Type of Social Media Activity	Promoters	Hunters	Sceptics	Observers	Architects
"Post original comment on a social networking or blogging site"	At least daily	At least monthly	Less than monthly	At least weekly	At least daily
"Contribute to content communities or crowdsourcing sites"	At least monthly	At least monthly	Never	Less than monthly	At least weekly
"Maintain a work-related blog"	At least weekly	At least monthly	Never	Less than monthly	At least monthly
"Reply to comments they receive in relation to your work on social media sites"	At least weekly	At least weekly	Less than monthly	At least monthly	At least daily

Figure 15 - Social Media Practice of Professional Profile Groups

Knowledge and Attitudes Towards Social Media

Architects score the highest of all the profile groups for self-rated levels of knowledge in relation to social media, but Promoters also rate themselves as having good knowledge. Hunters and Observers report the same level of above average knowledge whilst Sceptics rate themselves as having low knowledge of social media. In terms of attitudes towards the impact of social media on their work, 36.1% of Architects, 19.8% of Promoters and 9.5% of Hunters expressed very positive views (Figure 16). Taking the opposite view, over half of Sceptics think social media has had a negative impact on their work and 18.1% of those strongly believed this was the case.

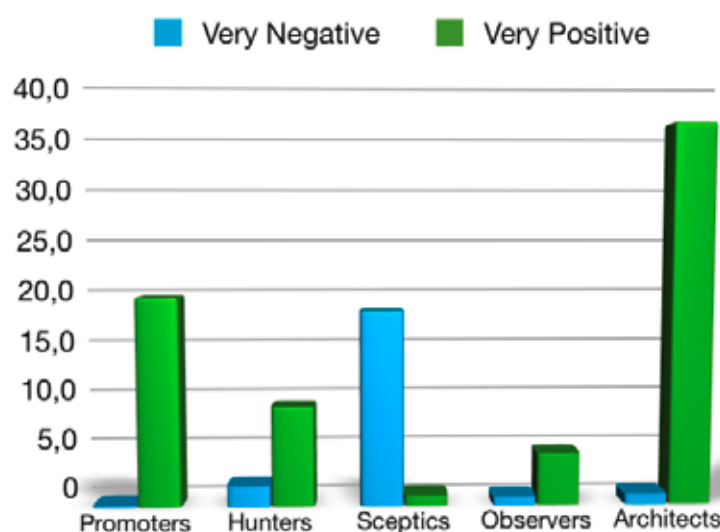


Figure 16 - Respondents' views about the impacts of social media on their work (%)

Similarly, the majority of Architects (62.6%) and Promoters (54.6%) think that social media has had a positive impact on their profession, whereas Sceptics (44.3%), Hunters (42.1%), and Observers (40.2%) are more likely to be ambivalent about these impacts with Sceptics being the most likely group to state that social media have impacted negatively on their profession. More than all the other profile groups Sceptics

CHARACTERISTICS OF PROFESSIONAL SOCIAL MEDIA PROFILES

The five profile groups vary greatly in their involvement, professional practice, knowledge and attitudes in relation to social media.

perceived there to be greater barriers preventing a wider use of social media for their work. The differences in views between the profile groups are illustrated below (Figure 17) in relation to specific statements respondents were asked about in the survey. Architects are the most positive about social media, indeed they think that they would not be able to carry out their work without social media. And Sceptics are the most negative. Interestingly, it was the Promoters and the Architects, the two groups who use social media the most, who were the least concerned about privacy and data security as well as about trustworthiness of information on social media.

Professional Social Media Profiles	Promoters	Hunters	Sceptics	Observers	Architects
"I would not be able to carry out my work without social media"	Ambivalent	Ambivalent	Disagree	Disagree	Agree
"Social media have improved the productivity of my work"	Ambivalent	Ambivalent	Disagree	Ambivalent	Agree
"I don't use social media more because the information cannot be trusted"	Disagree	Disagree	Ambivalent	Disagree	Disagree
"Concerns over privacy and data security prevent me using social media more"	Disagree	Ambivalent	Ambivalent	Ambivalent	Disagree
"Using social media allows me to promote myself and my work much better"	Agree	Agree	Ambivalent	Agree	Strongly Agree
"Because of social media, I communicate better with people relevant for my work"	Agree	Agree	Ambivalent	Agree	Agree

Figure 17 - Views about Social Media

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Professional Social Media Profile Groups in Different Countries

The study revealed that the five professional social media profile groups were evident in all surveyed countries, but the proportion (Figure 18) and specific characteristics of the profiles varies between the countries.

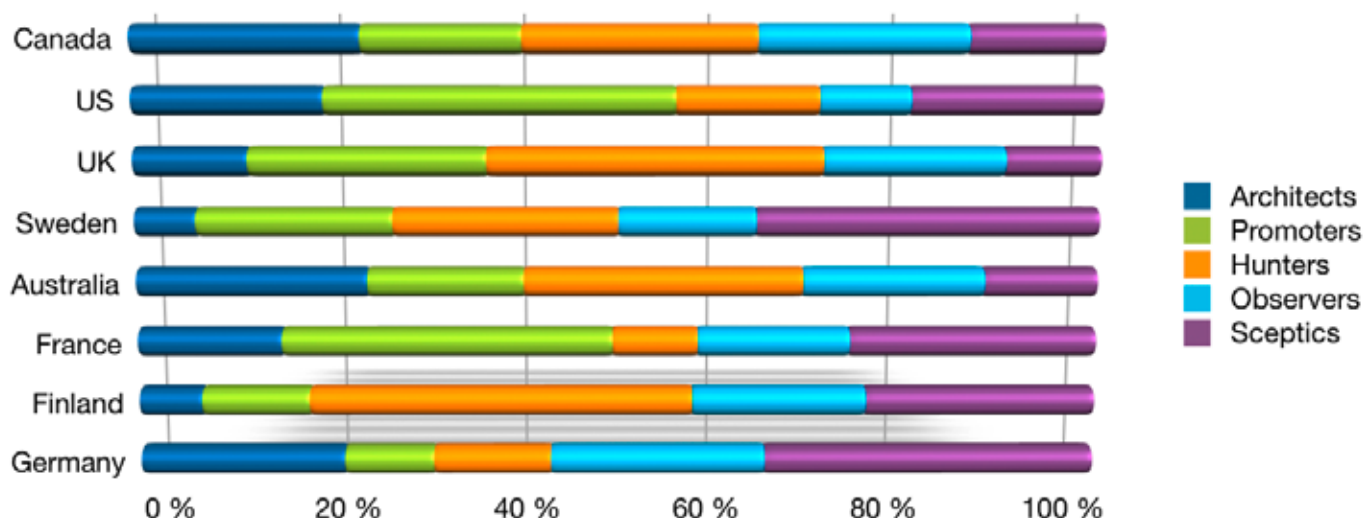


Figure 18 - Professional Social Media Profile Groups by Country

Promoters represented the largest groups for the US (36.4%) and France (34.6%) and the smallest group for Germany (9.4%), whilst Hunters were particularly dominant in Finland (40.1%) but were also the largest group in the UK (34.9%), Australia (29.1%) and Canada (24.3%). Observers tended to have a position as the third largest groups for example in Finland, Canada, Australia, France and the UK, but did not represent the largest group in any single country. Sceptics are an interesting group and demonstrate significant country variations. They range from being the largest group in Sweden (35.5%) and Germany (34.5%) to the smallest group in the UK (9.8%), Australia (11.7%) and Canada (13.8%). Architects also varied substantially across the countries, being the second largest in Canada (23.6%), Australia (24%) and the US (19.7%), and the smallest group for Finland (6.5%) and Sweden (6.3%). As this group are the "movers and shakers" in social media use at work a higher percentage suggests a more dynamic sector. Although countries vary considerably, some regional patterns are noticeable. With the exception of the UK, European countries tend to have higher combined ratio of observers and sceptics, the two least active social media user groups, and as a result they also score lower on the Social Journalism Barometer.

In most countries Sceptics are slightly male dominated apart from Australia and the US where Sceptics have a female bias. For the most part Architects also have a male bias (to as much as 62:38 in Canada) but in Finland, Australia and the US, Architects are more likely to be female. More media professionals aged

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18-27 fell into the Architects cluster but in France and Sweden this age group were more likely to be Promoters and in the UK and Finland they were more likely to be Hunters. Journalists aged 28-45 were most likely to be Hunters although for France and Germany they were most likely to be Sceptics and in the US, Promoters. Older media professionals (aged 45+ or over) tended to be Sceptics (almost half in Sweden), but in Finland and Australia they were more likely to be Hunters and in the UK and Canada the Observers. This older age group were also least likely to be an Architect in Sweden, UK, Finland and Australia, whereas in Canada and Germany they were least likely to be Promoters.

More online journalists fell into the category of Promoters in the UK, US, France and Sweden, but were more likely to be an Architect in Germany and Australia and Hunter in Finland and Canada. In six out of the eight countries (US, UK, Finland, Canada, France and Sweden) magazine journalists were least likely to be an Architect, whereas in the UK there were fewer who were Sceptics and in Germany they were least likely to be Hunters. There was no strong pattern when analysing newspaper journalists, for example they were more likely to be Sceptics in Sweden and Germany, Hunters in Australia, Finland and the UK, Promoters in the US and France, and Observers in Canada. Broadcasting journalists were also spread across the profile groups.

Sceptics are mainly found in large organisations in the US, Canada, Germany, Australia, UK, Sweden, although in Finland and France they were most likely to be found working for a small organisation. Observers, on the other hand, were most likely to be from a small media organisation in France, Finland, Sweden and Canada (between 30.3% and 46.5%) or large organisation (between 32.4% and 54.1%) in Germany, Australia and the UK. Only in the US were Observers most likely to come from a medium sized organisation. In Canada, Sweden, US and UK freelancers were more likely to be Promoters, Hunters in Finland and Australia, Sceptics in Germany, and Architects in France. No pattern was evident for medium sized organisations. Observers are most likely to be found in media organisations who reach a national audience apart from Canada where they are most likely to be found where they have a local/regional audience and in the UK an international audience. Promoters and Hunters are often found working in national organisations, particularly in Finland where 80.3% of Promoters worked for an organisation aimed at national audience. Although Hunters in Canada and the US are most likely to be local/regional and Promoters more likely working for an organisation with an international reach. However the percentage differences between the national and international were fairly small.



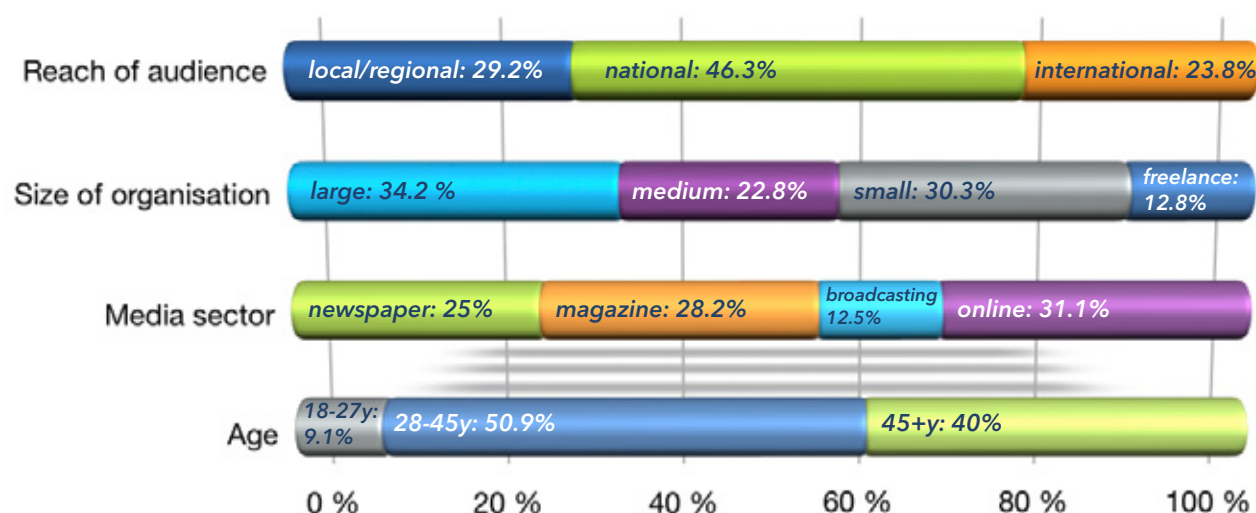
JOURNALISTS ARE SOCIAL MEDIA CHAMPIONS

The 2012 Social Journalism Study used the Forrester Social Technographics® segmentation model as a complementary method to explore journalists' personal usage of social media and compare with those of the general population. Over the past 5 years, the Social Technographics® research has developed seven classifications of consumer's use of social media; Creators, Conversationalists, Critics, Collectors, Joiners, Spectators and Inactives. Applying the same analysis, the variations between the seven countries (Finland has been excluded because it does not have a Forrester profile) indicates that journalists' social media behaviours differ significantly from those of the general population (Figure). Journalists are more heavily engaged in all aspects of social media and the proportion of journalists in the categories of Joiners, Creators, Conversationalists, Collectors and Critics are considerably higher. This is further reinforced with the very low number of who are classed as 'inactive'. This suggests that journalists are above average users of social media in their personal life making them social media champions within society.

Using the Forrester profiles also reinforces the findings of this survey about country differences. Journalists and consumers in Canada and the US are more engaged with social media compared to journalists and consumers in Germany who are the least engaged. For example, the US achieved the highest consumer scores for Creators, Conversationalists, Critics, Collectors and Spectators. In contrast, it is evident that Germany achieves the lowest consumer scores in all categories, e.g. Creators, Conversationalists, Critics, Collectors, Joiners and Spectators. Equally it scores highest in the Inactives (31%) with the next highest score from the UK (22%) followed by France. This suggests that journalists reflect the wider country use of social media.

ABOUT THE DATA

This report is based 3656 responses with a response rate of 3.47%. The proportion of male and female respondents is 53.2% and 46.8% respectively. About half fell in the 28-45 age bracket (see Figure below). Magazine journalists (28.2%) and journalists who publish online (31.1%) made up two thirds of the sample. Respondents were more likely to work for large organisations (36.9%) but there is good spread in different professional settings. Almost 24% of respondents worked for provisions aimed at international audiences, 46.3% at national audiences and 29.2% worked in the local and regional media sector.



ABOUT THE SURVEY

Cision Europe and Canterbury Christ Church University conducted an online survey about the uses and perceptions, attitudes and behaviours of social media among journalists. Respondents were taken from Cision's media database of more than 1.2 million influencers globally. This year's study received over 3,650 responses from journalists in 11 different countries; US, Canada, Australia, France, Germany, UK, Finland, Sweden, Italy, Spain and the Netherlands. Throughout the survey the term "journalist" is used to include other media professionals e.g. researchers, editors etc. The statistical analysis, based on a 95% confidence interval, examined the differences and similarities between sub-populations of respondents. The types of professional social media users were developed using cluster analysis.

The survey is designed to enhance the media industry's understanding of social media uptake and the impact of social media technologies and processes on journalists' work. Cision conducts this survey on an annual basis to continue to inform on best practices within the PR and communications field and to deepen the industry's understanding of how journalists and professional communicators use and value social media and other resources. The research examined the patterns of social media usage of journalists, for what professional tasks they use social media and how they view the impact of social media on journalistic practices and professional values.

For more information about the survey, please contact:

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About Cision

Cision is the leading provider of cloud-based software, services, and tools to the public relations and marketing industry. Marketing and PR professionals use our products to help manage all aspects of their brands – from identifying key media and influencers to connecting with audiences; monitoring traditional and social media; and analyzing outcomes. Journalists, bloggers, and other influencers use Cision's tools to research story ideas, track trends, and maintain their public profiles. Cision is present in Europe, North America and Asia, has partners in over 125 countries and is quoted on the Nordic Exchange with revenue of SEK 1.0 billion in 2011. For more information, visit www.cision.com/de

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ABOUT THE SURVEY

About Canterbury Christ Church University

Canterbury Christ Church University is a modern university with a particular strength in higher education for the public services. With nearly 20,000 students, and five campuses across Kent and Medway, its courses span a wide range of academic and professional expertise. 93% of our recent UK undergraduates were in employment or further study six months after completing their studies. Along with over a thousand undergraduate, postgraduate and professional training courses on offer, the University is also home to world-leading and internationally recognised research.

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